



MULTIMEDIA

UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMR 2104 – MARKET PLANNING AND MANAGEMENT

(All sections / Groups)

14 MARCH 2019
2.30 p.m - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 1 page only.
2. Attempt ALL questions.
3. Please write all your answers in the answer booklet provided.

Short Essay (100 marks)

Attempt ALL questions.

Question 1

Marketers use demographic information to segment markets because it is widely available and often related to consumers' purchasing and consumption behavior. Explain four common bases used by marketers for demographic segmentation and for each base, give an example of a product specifically targeted to the needs and wants of the segment identified within the base.

(20 marks)

Question 2

Assume a consumer is inspecting the package of a new cereal. The label on the box is packed with fact-filled nutrition information. Explain what might occur during the selective perception process, including selective exposure, distortion, and retention.

(15 marks)

Question 3

What is the promotional mix? Explain each of the five promotional alternatives.

(22 marks)

Question 4

Organizations have three options when it comes to distribution intensity. Name and briefly describe these three levels. Give examples of two products that logically would be distributed at each level of intensity.

(18 marks)

Question 5

Knowing the importance of having a good marketing plan, a manager of a cola company has contacted you for advice on the design of tactical marketing plan. The information given by the manager are:

Target Market: Anyone who has active lifestyle

Positioning: It is thirst-quenching and specially formulated to help restore the energy of an active individual in order to stay energetic.

Design a tactical marketing plan for this new kind of cola.

(25marks)

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